

Station WVBT-TV NORFOLK, VA.    Agency (    ) GMMB    Rep Firm    ) PHILADELPHIA

Advertiser (    ) OBAMA FOR AMERICA    3050 K ST NW    Sales Office (    )

Product BARACK OBAMA    WASHINGTON, DC 20007    Salesperson (    ) ANJIE BRADY

Estimate# 1844    Agency C/P1/P2/E 95/101/1844    Salesperson Phone# 215-567-6005

Buyer Dan Nagelberg    Flight Dates 09/25/2012 - 10/01/2012    Salesperson FAX# 215-567-5938

Phone#    Hiatus Weeks

Fax#

-- CONTRACT COMMENT --

SC=\*

-- REMARKS --

THIS IS A NEW CONTRACT  
TOTAL 12,950  
PLS CONFIRM ASAP  
THANKS,ANGELA

| LT  | Ln  | Day  | Time     | Program              | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|----------|----------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ---  | ---      | -----                | --- | ---        | ---         | ---        | ---        | ---         | ---        | ---     |
|     | 1   | TU-F | 4P-5P    | STEVE WILKOS         | :30 | \$100.00   | 09/25-09/28 | 3          | 1          | 3           | \$300.00   |         |
|     | 2   | TU-F | 5P-6P    | MAURY POVICH R       | :30 | \$100.00   | 09/25-09/28 | 7          | 1          | 7           | \$700.00   |         |
|     | 3   | TU   | 8P-9P    | RASING HOPE          | :30 | \$700.00   | 09/25-09/25 | 1          | 1          | 1           | \$700.00   |         |
|     | 5   | SA   | 8P-1130P | FOX COLLEGE FOOTBALL | :30 | \$600.00   | 09/29-09/29 | 2          | 1          | 2           | \$1,200.00 |         |
|     | 6   | SU   | 4P-7P    | REDSKINS FOOTBALL    | :30 | \$6,000.00 | 09/30-09/30 | 1          | 1          | 1           | \$6,000.00 |         |
|     | 7   | SU   | 1P-4P    | NFL FOOTBALL         | :30 | \$4,000.00 | 09/30-09/30 | 1          | 1          | 1           | \$4,000.00 |         |
|     | 8   | SU   | 10A-11A  | FOX NEWS SUNDAY      | :30 | \$50.00    | 09/30-09/30 | 1          | 1          | 1           | \$50.00    |         |

--REPORT TOTALS--

Report Totals: 16 / \$12,950.00

--SALES MONTHLY TOTALS--

Sep 12: 16 / \$12,950.00    Oct 12: 0 / \$0.00

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Rep Firm  
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Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Sales Totals: 16 / \$12,950.00  
Station Totals: 16 / \$12,950.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |          |          |          |          |         |          |
|---------------|----------|----------|----------|----------|---------|----------|
| Market Totals | \$37,000 | CATV 0%  | WAVY 10% | WGNT 7%  | WPXV 0% | WTKR 18% |
|               |          | WTVZ 12% | WVBT 35% | WVEC 18% |         |          |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE